

ASSESSMENT OF VIDEO AND TV CONTENT PREFERENCES AND DEMANDS AMONG CITIZENS

April-May 2019

ABOUT THE ASSESSMENT

✓ National Survey

A nationally representative survey was conducted in 106 localities, on a sample of 1006 people among population aged between 30-45 years.

✓ Focus Groups

4 focus group discussions with representatives of different ethnic groups from urban and rural area, aged between 30-45 years.

✓ In-depth interviews

20 in-depth interviews with representatives of national and regional TV channels, independent media content creators and representatives of online platforms.

KEY FINDINGS: TV



8 out of 10

watch TV, access Social media and YouTube at least once a week

3h

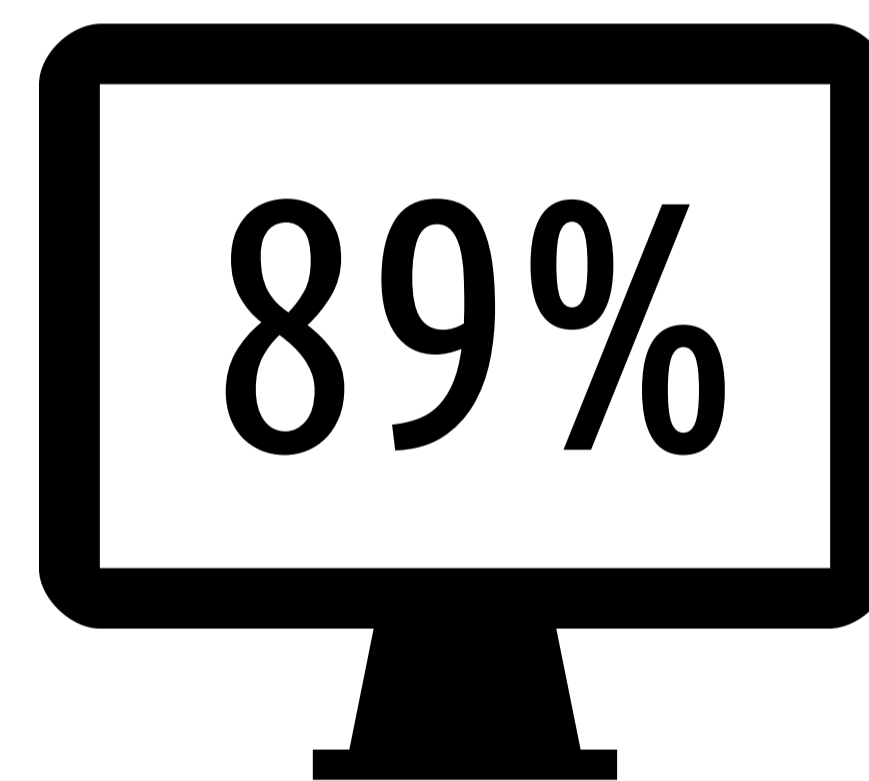
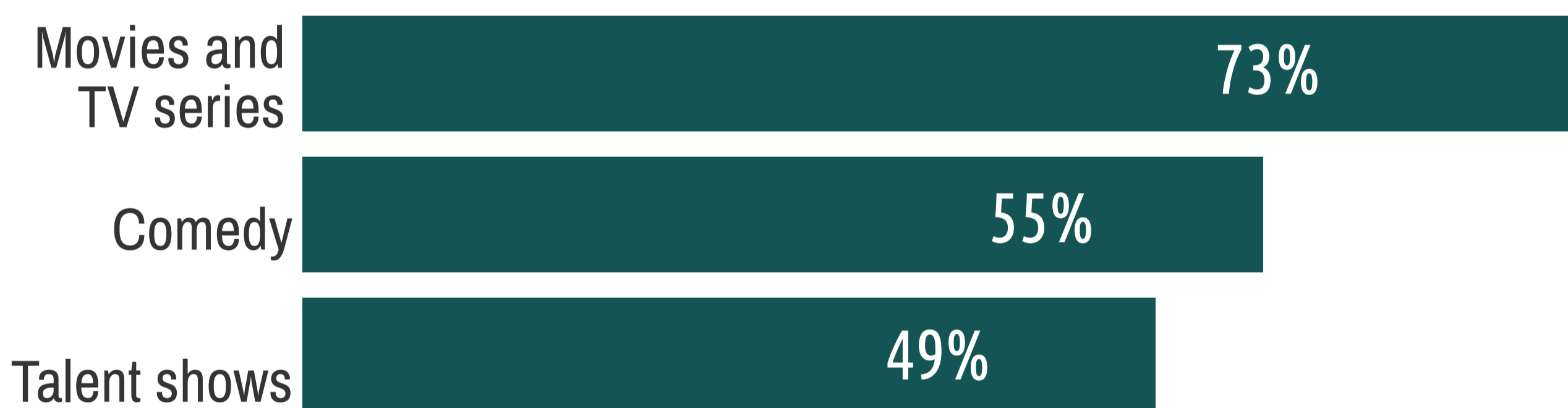
average length of watching TV on working days

4.5h

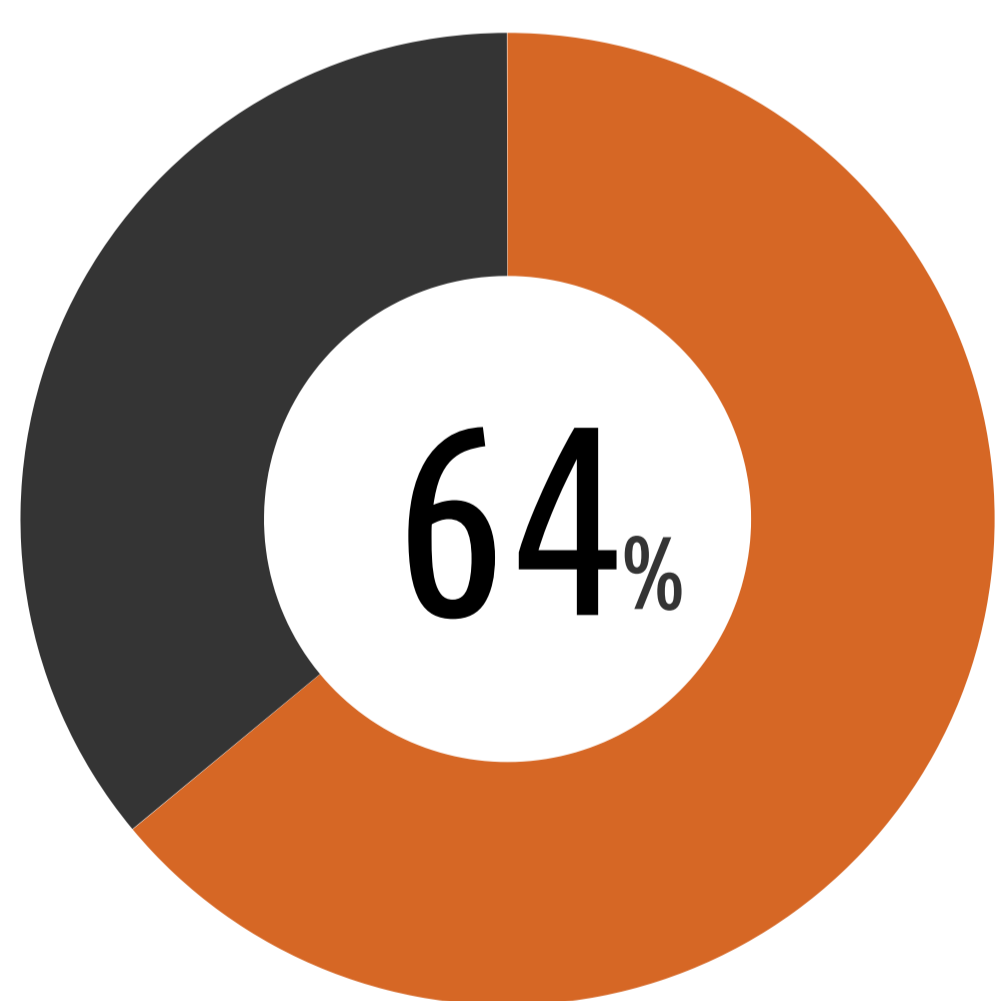
average length of watching TV on weekends



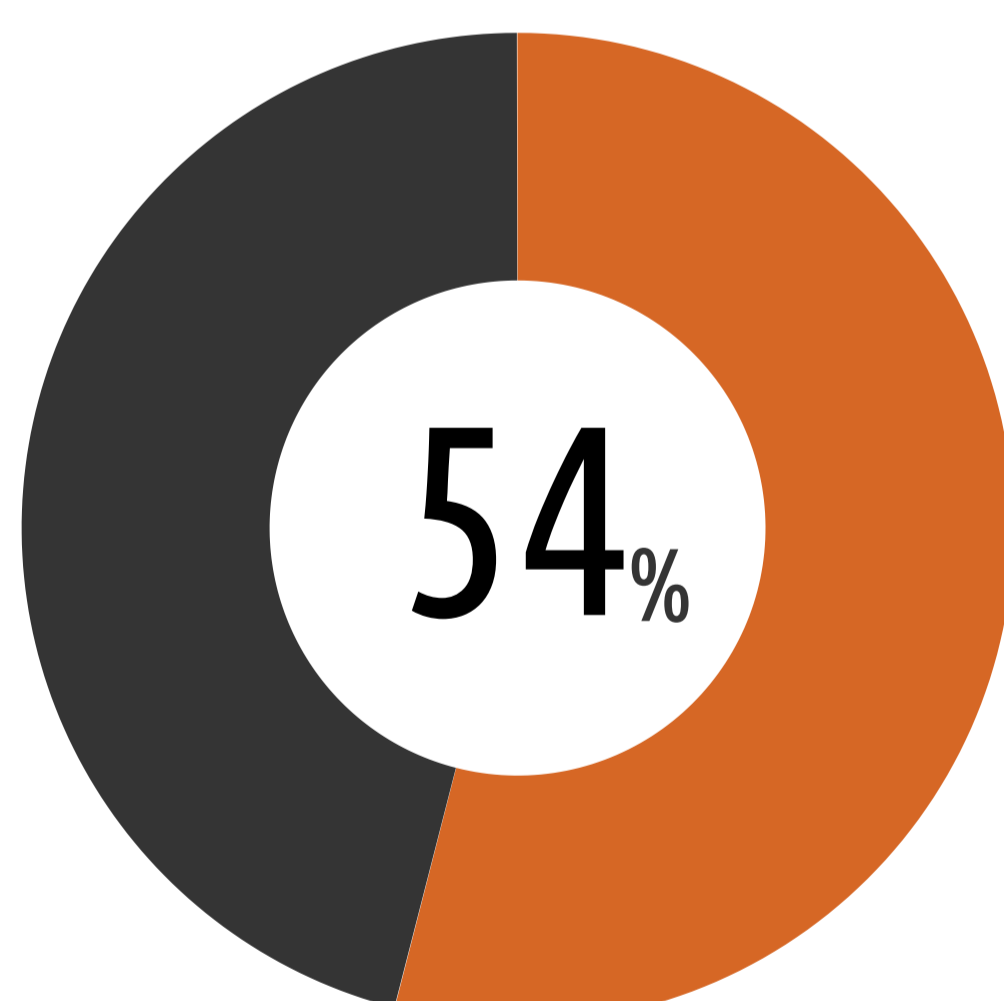
Top-3 TV entertainment content preferences



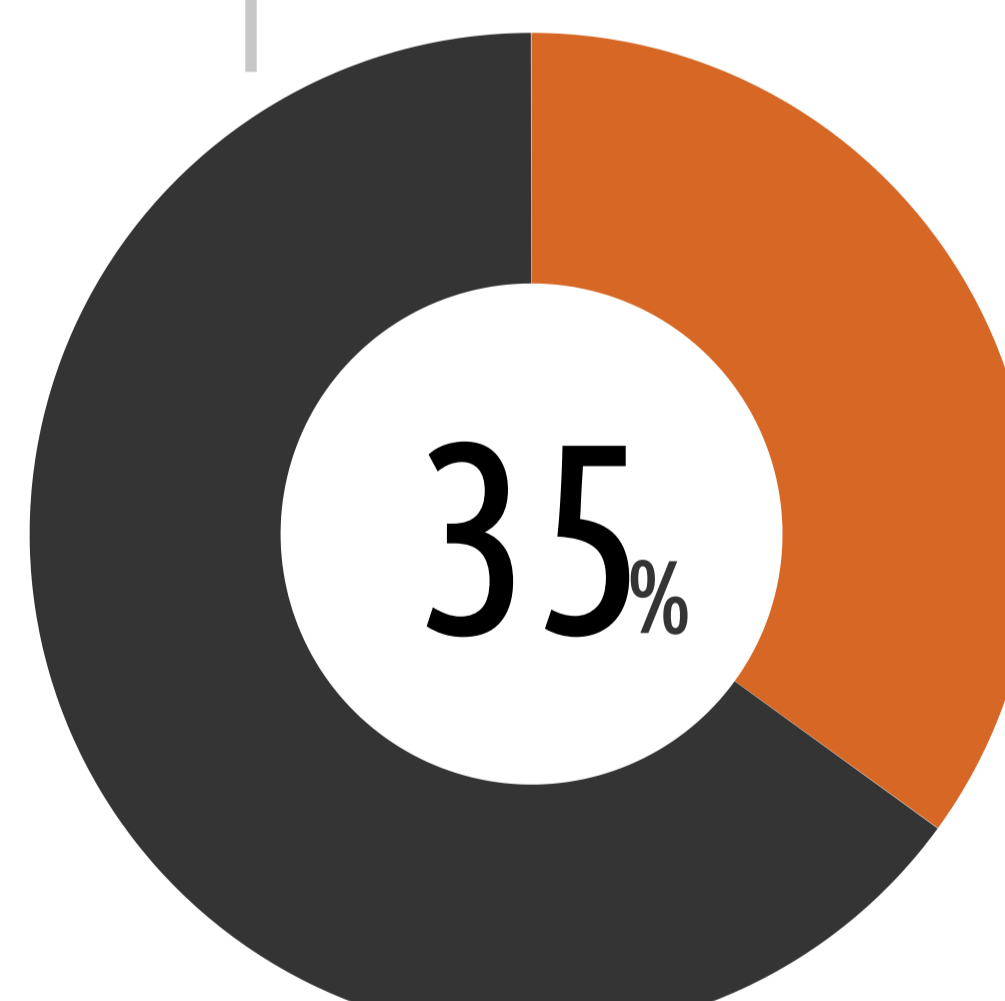
89% of respondents usually watch entertainment content on TV



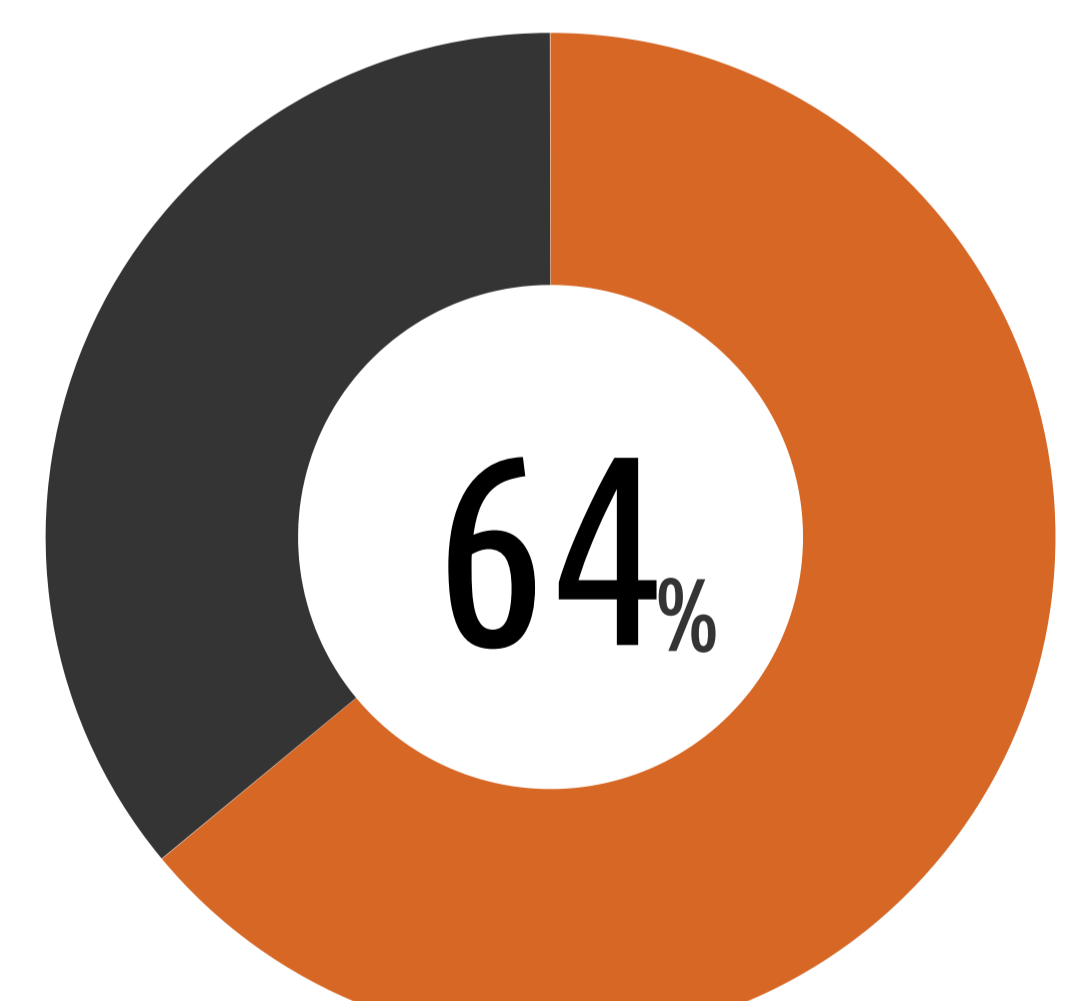
watch entertainment content with someone



watch entertainment content in Russian



would accept to watch in Romanian entertainment content they watch in Russian



interested in new TV entertainment content

KEY FINDINGS: ONLINE

87%

watch entertainment content online

Top-3 preferences

- ▲ MOVIES, TV SERIES
- ▲ COMEDY
- ▲ HOME RENOVATION

51%

watch entertainment content in Russian

36%

have heard about online media services providers

20%

would pay for watching unlimited entertainment content online